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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application. Please cancel claims 1, 10 and 21 so that the current status of all claims is as follows:

Listing of Claims:

1. (currently amended) A method for providing custom offerings for ordering of digital photo services over a communication network among a plurality of photo service providers from an order terminal ~~using a digital image provided on a digital storage device, said digital storage device being associated with one of a plurality of business entities~~, comprising:
  - maintaining information with respect to business relationships between said photo service providers and ~~said a~~ plurality of business entities;
  - providing one or more digital images on a digital storage device, said digital storage device being associated with one of said plurality of business entities;
  - placing a request for goods and/or services at an order terminal;
  - and
  - providing ~~an~~ a custom offering for said goods and/or services on a display device at said order terminal based on said business relationship associated with said digital storage device.
2. (original) The method according to claim 1 wherein the offering provides a subset of photo service providers from said plurality of photo service providers.
3. (original) The method according to claim 1 wherein said digital storage device includes a code which identifies the associated business entity.
4. (original) The method according to claim 1 wherein said offering is displayed in a presentation format that is also based on said business relationship.

5. (original) The method according to claim 1 wherein said order terminal comprises one of the following:

- an automated teller machine
- a photo kiosk
- a personal computer
- a wireless imaging device.

6. (original) The method according to claim 1 wherein said digital storage device comprises one or more of the following:

- optical disc;
- magnetic floppy disc;
- memory card;
- Digital camera.

7. (original) The method according to claim 1 wherein said plurality of photo service providers provide one or more of the following services:

- printing of digital images;
- on-line storage of digital images;
- providing digital storage media containing digital images;
- providing associated goods and/or services with respect to hard copy prints.

8. (original) The method according to claim 1 wherein said business relationships include friendly, neutral, and hostile relationships.

9. (original) The method according to claim 1 wherein said business relationships are maintained in a services directory by a service manager.

10. (currently amended) A system for providing custom offerings for facilitating ordering of digital photo services over a communication network by a user among a plurality of photo service providers from an order terminal ~~using a digital image provided on a digital storage device, said digital storage device being associated with one of a plurality of business entities,~~ comprising:

a control system for maintaining information with respect to business relationships between said photo service providers and said a plurality of business entities, said control system having a communication device for communicating with ~~said an order terminal over said communication network and receiving a request for goods and/or services from said order terminal, said control system in response to said request providing a custom offering for said goods and/or service on a display device at said order terminal being used by said user displaying an offering~~ based on said business relationships associated with said digital storage device being associated with one of said plurality of business entities.

11. (original) The system according to claim 10 wherein the offering provides a subset of photo service providers from said plurality of photo service providers.

12. (original) The system according to claim 11 wherein said subset comprises two or more photo service providers.

13. (original) The system according to claim 10 wherein said offering is displayed in a presentation format that is also based on said business relationship.

14. (original) The system according to claim 10 wherein said order terminal being used by said user comprises one of the following:

- an automated teller machine
- a photo kiosk
- a personal computer
- a wireless imaging device.

15. (original) The system according to claim 10 wherein said digital storage device comprises one or more of the following:

- optical disc;
- magnetic floppy disc;
- memory card;
- digital camera.

16. (original) The ~~method~~ system according to claim 10 wherein said plurality of photo service providers provide one or more of the following services:

- printing of digital images;
- on-line storage of digital images;
- providing digital storage media containing digital images;
- providing associated goods and/or services with respect to hard copy prints.

17. (original) The system according to claim 10 wherein said digital storage device includes a code which identifies the associated business entity.

18. (original) The system according to claim 11 wherein said business relationships include friendly, neutral, and hostile relationships.

19. (original) The system according to claim 11 wherein said business relationships are maintained in a services directory by a service manager.

20. (original) The system according to claim 17 wherein said digital storage device further includes application software for controlling said order terminal.

21. (currently amended) A computer software program having instructions such when loaded on to a computer said program will implementing a method for providing custom offerings for ordering of digital photo services over a communication network among a plurality of photo service providers from an order terminal using a digital image provided on a digital storage device, said digital storage device being associated with one of a plurality of business entities, said method comprising:

maintaining information with respect to business relationships between ~~said~~ photo service providers and ~~said~~ a plurality of business entities;  
providing one or more digital images on a digital storage device, said digital storage device being associated with one of said plurality of business entities;

placing a request for goods and/or services at an order terminal;

and

providing ~~an~~ a custom offering for said goods and/or services on a display device at said order terminal based on said business relationship associated with said digital storage device.